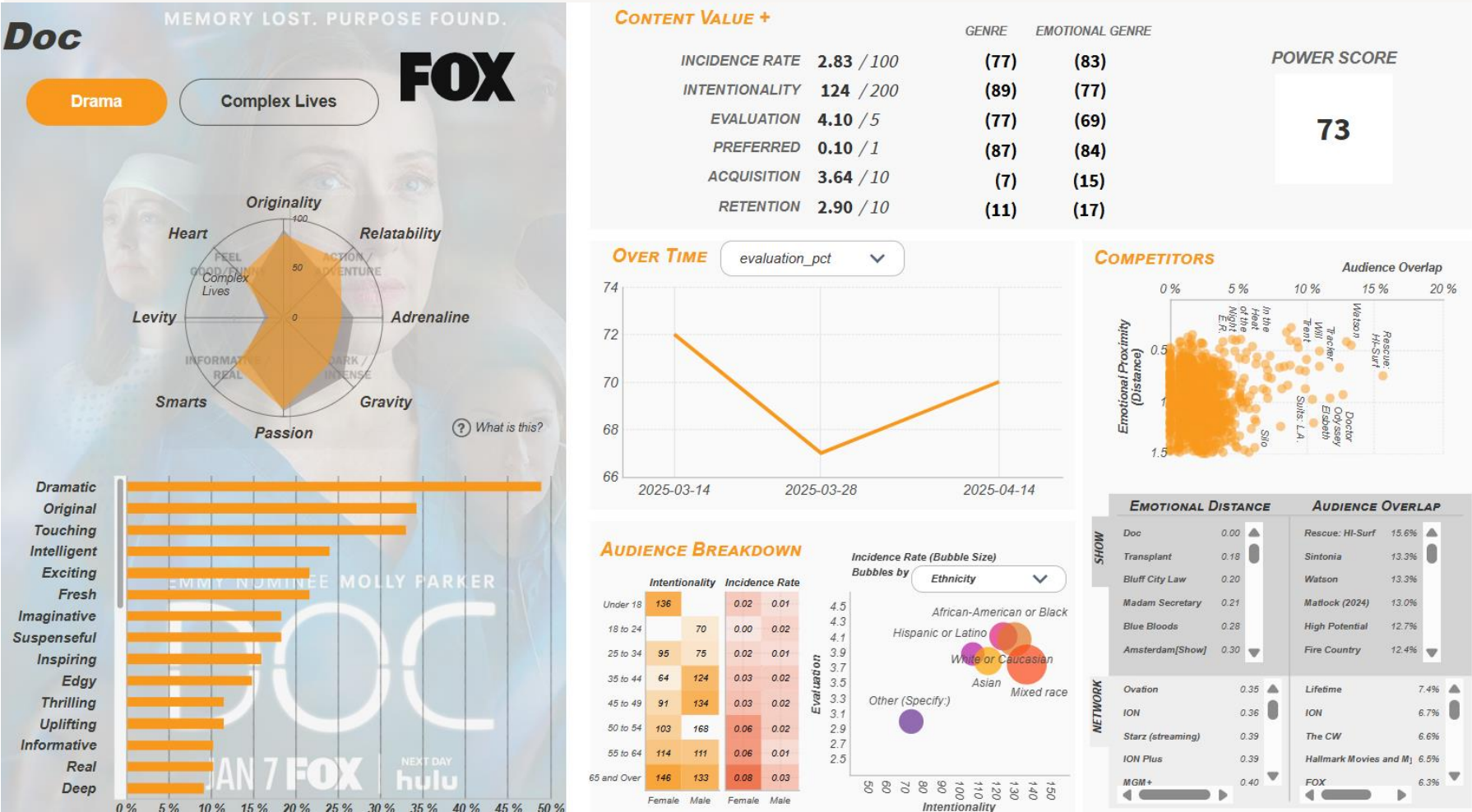


Magid Innovation

“Activation Solutions”

Leveraging Emotional Data to Drive Real Results, Real Fast

A blend of Magid’s proprietary emotional data, our clients’ data and brand profiles, and our generative technology tool – to create targeted marketing that resonates, and drives tune in, engagement, and acquisition.



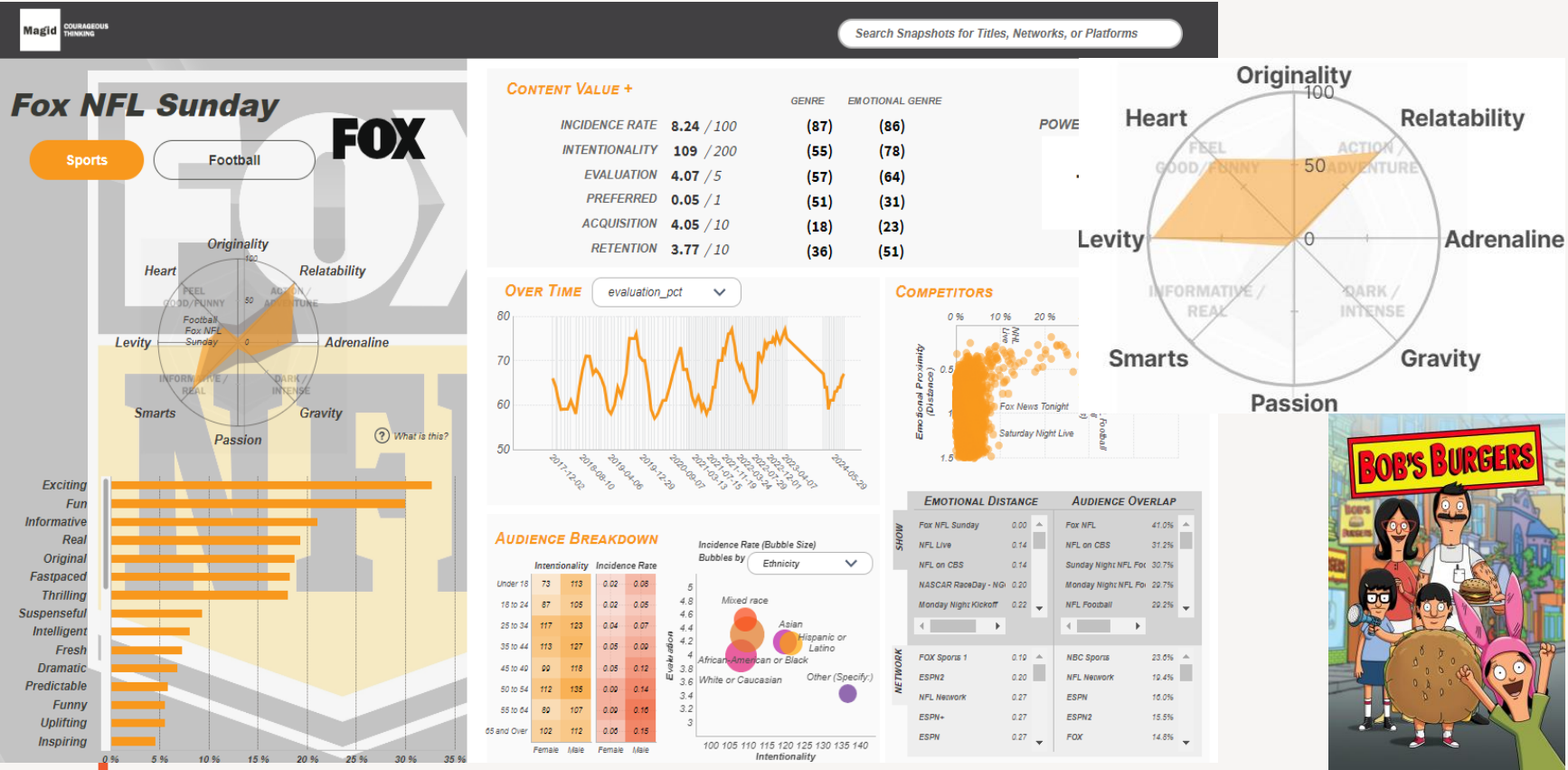
Leveraging Magid’s zero party dataset

Dissecting Content Into Emotional Drivers

Identifying Those Audiences That Resonate Most With Those Emotional Drivers

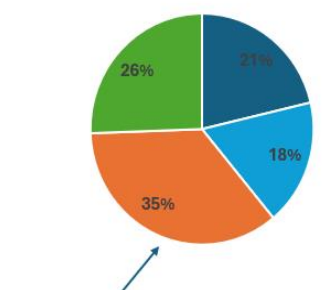
Defining The Messaging That Will Motivate Those Viewers

Generating Marketing Strategies, Creative Briefs, Messaging and Social Posts



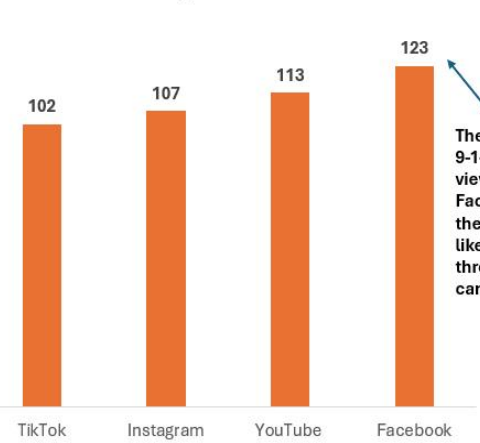
9-1-1: Lone Star Viewers by Platform

TikTok Instagram YouTube Facebook



More 9-1-1: Lone Star viewers actively use YouTube more than any other social media platform

9-1-1: Lone Star Intentionality By Platform



The most Engaged 9-1-1: Lone Star viewers are on Facebook and therefore most likely to convert through marketing campaigns



+18% Viewer Conversion with new marketing assets



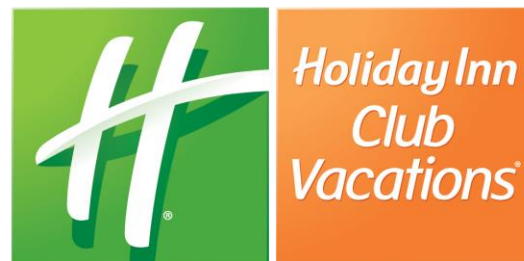
+10% Viewer Engagement with new content revisions




+12% Viewer Retention with new strategy matching sports and entertainment



+8% Advertising Efficiency & Effectiveness through new media planning process



+650 New pieces of marketing content, output = 2 FTEs

CLIENT PROBLEM	MAGID SOLUTION	FINDINGS/RESULTS
<ul style="list-style-type: none"> How do we optimize the launch of three mid-season premieres? What do we need to know about the football audience to capitalize on our reach? How do we create the most resonant promos to run in our football broadcasts? 	<p>Activated Intelligence: Leverage emotional insights to determine what drivers to lean in on, to optimize marketing tactics</p> <ul style="list-style-type: none"> Emotional Analysis (eDNA) Pilot Testing (custom quant) Promo Testing (custom quant) Measure impact (pre-, mid, and post-exposure survey) 	<p>The promos infused with emotional insights drove 18% higher tune in than those without.</p> <div data-bbox="2202 840 3208 1765">  </div>

Magid COLLABORATOR

Professional

Activating Data and Insights, turning them into effective marketing tactics.

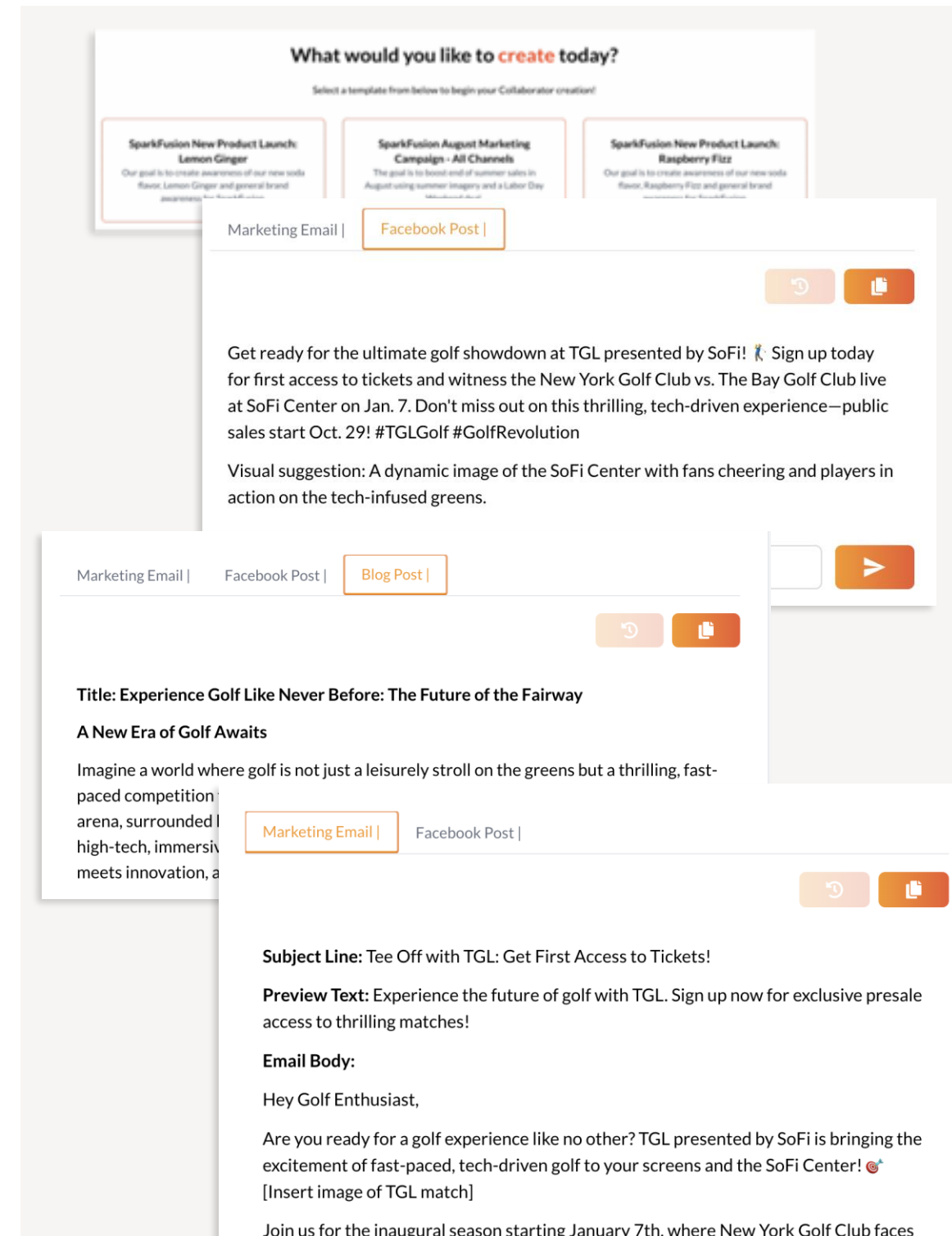
- Utilize your segmentation, customer data, custom research insights
- Ensure brand compliance with every piece of content
- Strong and consistent writing, regardless of staff capabilities
- Customer groups get messages customized for them, driving conversion and growth

Our proprietary content generator creates customized and exclusive, quality, on-brand, marketing content in minutes. Fed by multiple inputs:

- *Magid's proprietary consumer intelligence from our data lake of linked sets*
- *Your source materials and context (brand voice, audience data, etc.)*
- *Magid comms best-practices and feedback tools*
- *Third-party writing best-practices (University of Iowa School of Journalism, Magid School of Writing)*

HOW OUR CLIENTS USE IT:

- *Significantly increase output across Marketing, Sales, and Corporate Communications*
- *Ensure more brand safety - consistent and more trusted on-brand messaging across platforms*
- *Decrease workforce costs*
- *Build integration with existing systems*



Magid Innovation

“Activation Solutions”

Leveraging Emotional Data to Drive Real Results, Real Fast

A blend of Magid’s proprietary emotional data, our clients’ data and brand profiles, and our generative technology tool – to create targeted marketing that resonates, and drives tune in, engagement, and acquisition.



Jill Rosengard Hill
Executive Vice President
jrosengardhill@magid.com